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Best regard,



Minoru Yamamoto  
Executive Director  
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# JETRO Chicago Midwest NEWSLETTER

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## Ceaseless and sincere effort makes the miracle happen



**From the Chief Executive Director**

*Tatsuhiko Shindo  
Chief Executive Director,  
JETRO Chicago*

It has been approximately five months since The Great East Japan Earthquake occurred on March 11. While people in Japan have encountered unprecedented damage, they have never given up and have been moving forward toward recovery. The extent of the damage has risen to 15,687 deaths; 4,757 missing; 5,714 injured; and 91,552 evacuees still living in shelters (as of August 9).

Under these difficult circumstances, the recent World Cup Championship won by the Japanese women's soccer team, "Nadeshiko Japan," very much encouraged the deeply suffering victims of the earthquake as well as all Japanese citizens. Nadeshiko is a delicate pink flower that is strong and will persevere through anything, just like the Japanese people. Japanese sports teams rarely win first place in a major world championship, therefore this victory is really a landmark championship in the history of Japan. The media wrote that Japan's championship was a "miraculous victory" and it was enthusiastically talked about by analysts as well. The first miracle was the win over the strong German team in the quarterfinals after the preliminary games. Next, in the semifinals Japan won over Sweden, which was the second miracle, and then

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## Abbott's Experience from The Great East Japan Earthquake



### Guest View

*Corlis Murray  
VP, Global  
Engineering  
Services, Abbott*

*For many multinational corporations, the earthquake that struck Japan's Tohoku region in March has been a test of their preparedness and commitment to Japan. Corlis Murray spoke at the "Japan's Aftershocks: The Economic Consequences" Corporate Program, presented by the Chicago Council on Global Affairs, on Monday, April 4, 2011, about the Illinois-based health care company's response to the earthquake and the challenges they faced. This article is adapted from those remarks*

Global companies have a responsibility to many stakeholders across many countries. Crisis brings clarity to this responsibility, as well as a sense of urgency to make quick decisions – weighing many, often competing, priorities in real time. It is crucial to be thoughtful in your response, keeping in mind the short and long-term impact of decisions on your company, your employees and those you serve.

One of the key factors that allows Abbott to navigate these challenges is advance planning. Yet even with planning, every situation is different. We continually learn new lessons that strengthen our ability to respond to the next disaster, as well as strengthen our business.

**See "Abbott" page 5**

## Midwest Governors, VIPs to attend Japan - Midwest U.S. Association Meeting in Tokyo

When the 43rd Annual Joint Meeting of the The Midwest U.S. - Japan Association and The Japan - Midwest U.S. Association convenes in Tokyo September 25 – 27, several governors of Midwest states will be on hand for the festivities.

As of presstime, **Governor Pat Quinn** of Illinois, **Governor Terry Branstad** of Iowa, **Governor Rick Snyder** of Michigan, and **Governor Mark Dayton** of Minnesota are all scheduled to visit the meeting during their trips to Japan. Additionally **Lt. Governor Becky Skillman** of Indiana and **Lt. Governor Rick Sheehy** of Nebraska are set to attend.

The meeting will take place at the Imperial Hotel in Tokyo. This year's conference theme is "Innovation in a Changing Global Economy - Japan - Midwest U.S.: Post 3.11, Rebuild & Grow."

Midwestern dignitaries and business leaders will meet with their Japanese counterparts to discuss the growth and progress of economic relations of the American Midwest and Japan. The location of the meeting alternates annually between Japan and the Midwest U.S.

More information, including a complete conference agenda, speaker list, and registration details can be found at <http://www.midwest-japan.org>.

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**Abbott ...from page 1**

**People Impact in Japan**

When we first learned about the earthquake, our first priority was taking care of our "family" in Japan, the 2,400 Abbott colleagues who may have been directly impacted by this tragedy. This went well beyond counting heads. It was critically important for us to understand the needs of our employees and their families. For example, Abbott employees in the affected regions received significant, targeted support, including shipments of basic care supplies that had been organized for potential earthquakes in California. Abbott works with a number of risk management firms, keeping many on retainer in case of emergency. Because of these relationships, Abbott was able to quickly charter buses to deliver critical supplies to our employees and their families.

We also recognized the mental and emotional toll on employees, as well as specific cultural factors that had to be considered. For example, many companies moved quickly to evacuate expat employees from Japan. However, we heard from our Japanese staff that senior-level managers could not simply leave and manage remotely from places like Singapore and Taipei, that it was vital for these leaders to stay and handle the situation locally. While a small number of employees did leave temporarily in order to evacuate their families, most of Abbott's foreign employees stayed in Japan.

**Operational Impact in Japan**

Our next priority was the customers and patients who depend on Abbott products. It was absolutely necessary for us to be able to continue to deliver products to people. Thanks to many years of work, Abbott was well prepared to quickly assess our operations and supply chain, and the key actions we needed to take.

Looking across every division of the company, we had a strong understanding of our 1st and 2nd tier suppliers but we quickly learned that our suppliers' suppliers, the 3rd and 4th tiers in the supply chain, were harder to evaluate, yet just as vital. For example, one of Abbott's third-party manufacturers (TPMs) in Japan was not impacted by the earthquake, but we found out that some of the components they rely on were manufactured by smaller companies that were significantly

impacted by the disaster. We saw first-hand the importance of drilling down to identify the basic components of the product supply chain and developing contingency plans for every element, especially for single-sourced items.

**Broader Impact on Regional & Global Operations**

As a global company, we also had to look at how this could impact our operations beyond Japan. For example, one of Abbott's Asian data centers is located in Japan. We had to quickly find ways to transfer critical applications to other regions, or tap alternative local energy sources, such as back-up generators. We utilized both approaches, moving some applications to U.S. servers while maintaining other critical applications in Japan.

**Importance of Helping Others**

Finally, I would like to highlight the importance of looking beyond the company doors and your customers to understand the human impact and identifying ways to help. As a health care company, Abbott is uniquely positioned to help when disaster strikes. The company has a long history of providing rapid humanitarian aid. Abbott donated \$3 million to Japan's earthquake relief efforts and worked closely with the Japanese government. We found that it was critically important to our Japanese employees and customers to see these contributions as well as our commitment to Japan. Even employees who were directly impacted by the earthquake, people facing evacuations and dealing with the personal impact of disaster, were looking for ways to help by contributing funds, or volunteering their time. These people felt the need to do something, to help their neighbors and countrymen. This underscored the importance of considering the mental and emotional impact of a disaster, beyond the physical impact on people, facilities and products.

Going forward, Abbott continually refines its emergency preparedness; continues to monitor the situation at the Fukushima Daiichi nuclear reactor and the impact on our employees and operations; and consistently utilizes our extensive external resources as a part of our ongoing analysis. We will look for the lessons to be learned and refine our internal crisis management. In the end, the most important things to Abbott remain our employees and our customers.

**JETRO provides business information updates following The Great East Japan Earthquake**

JETRO will continue to provide updated information on conditions affecting business following the recent earthquake in the Tohoku region.

The JETRO headquarters website has set up a special page at <http://www.jetro.go.jp/en/earthquake/>. You'll find many links to programs and services and localized updates on conditions.

JETRO USA also has set up a page of information, articles and relevant links at <http://www.jetro.org/content/925>.

**Guest View: BG ... from page 3**

preventative maintenance culture is growing stronger in Japan, especially within the automotive aftermarket.

Mindful of its good fortune, BG Japan is assisting people in the Tohoku region impacted by the March 2011 earthquake and tsunami. BG Japan provided a large passenger wagon to assist the relief efforts of one of Tokyo's most renowned eye clinics. With this support, the clinic has already sent a team to the Tohoku region for two extended service visits. The clinic's doctors and staff have been able to provide medical assistance to over 150 people per day, with an additional visit planned later this summer.

BG Products and BG Japan are grateful for the support and assistance provided by JETRO, as well as from the State of Kansas and the U.S. government. The promising foothold we established in Japan led to the opening of a new BG Japan Co., Ltd. office and maintenance center close to the new Tokyo Skytree Tower.

Thank you JETRO!

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